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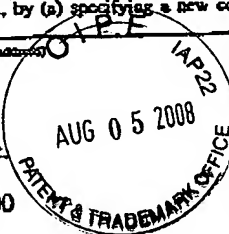
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 Patent Admin, Katten Muchin Rosenman LLP
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 Washington, DC 20007-5201



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Michael Tomsa	(Depositor's name)
<i>Michael Tomsa</i>	(Signature)
August 5, 2008	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10800447	03/15/2004	David Patrick For	25896341/P0119A	1228

TITLE OF INVENTION: METHODS AND SYSTEMS FOR GATHERING MARKET RESEARCH DATA WITHIN COMMERCIAL ESTABLISHMENTS

APPLN TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1440	\$300	\$0	\$1740	07/07/2008

EXAMINER	ART UNIT	CLASS-SUBCLASS
TANG, SON M	2612	340-539130

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

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☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47, Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list

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 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 Katten Muchin Rosenman

2 Peter Zura

3

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(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Arbitron, Inc.

Columbia, Maryland

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

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5. Change in Entity Status (from status indicated above)

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant, a registered attorney or agent, or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature

Peter Zura

Date August 5, 2008

Typed or printed name Peter Zura

Registration No. 48,916

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and try the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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PAGE 2/5 * RCVD AT 8/5/2008 6:21:55 PM [Eastern Daylight Time] * SVR:USPTO-EFXXF-5/17 * DNIS:2732885 * CSID: * DURATION (mm:ss):02:00

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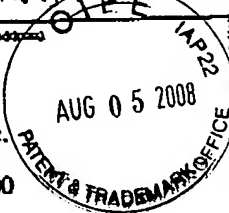
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